

**WE CLAIM:**

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A1  
5 1. A promotional method comprising:  
steganographically encoding a print advertisement to hide plural-bit data therein;  
processing the print advertisement to extract the plural-bit data therefrom;  
using at least a part of the extracted plural-bit data to direct an internet web browser to  
a web site that provides consumer information related to a product or service promoted by the  
print advertisement.

10 2. A method of determining consumer response to print advertising, comprising:  
steganographically encoding a first print advertisement with first data;  
steganographically encoding a second print advertisement with second data;  
decoding the first and second data when consumers present the first and second  
advertisements to an optical sensor; and  
15 tallying the number of decoded first and second data, respectively, to determine  
consumer response to the advertisements.

20 3. A promotional method comprising:  
presenting an object within the field of view of an optical sensor device, the object  
being selected from the list consisting of a retail product, or packaging for a retail product;  
acquiring optical data corresponding to the object;  
decoding plural-bit digital data from the optical data;  
submitting at least some of said decoded data to a remote computer; and  
determining at the remote computer whether a prize should be awarded in response to  
25 submission of said decoded data.

30 4. A method of travel promotion, comprising:  
steganographically encoding a travel photograph to hide plural-bit data therein;  
processing the travel photograph to extract the plural-bit data therefrom;  
using at least part of the extracted plural-bit data to direct an internet web browser to a  
web site that provides travel information useful to a consumer who wishes to visit the location  
depicted in the photograph.

ADD A2 &gt;

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